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ABSTRACT

This book discusses incorporating community-based social marketing techniques programs. The first chapter explains why programs that rely heavily on conventional methods to promote behavior change are often ineffective, and introduces community-based social marketing as an attractive alternative for the delivery of programs. Chapter 2 describes identifying the barriers to sustainable behaviors as an essential first step toward creating effective community-based social marketing strategies. Chapters 3 through 8 present a variety of tools for overcoming barriers to sustainable behavior. Chapter 3 demonstrates how to increase commitment to engage in a sustainable activity. Chapter 4 details the importance of using prompts to remind people to act sustainably. Chapter 5 discusses the impact that community norms have upon our behavior. Chapter 6 reviews various aspects of effective communication. Chapter 7 describes the powerful influence that incentives can have upon behavior and sets out guidelines for their use. Chapter 8 discusses the importance of removing external barriers when designing programs to foster sustainable behavior. Chapter 9 reviews the program design and evaluation. Chapter 10 provides some concluding thoughts. The appendix contains a brief summary of the methods and tools described in the book. (SAH)

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